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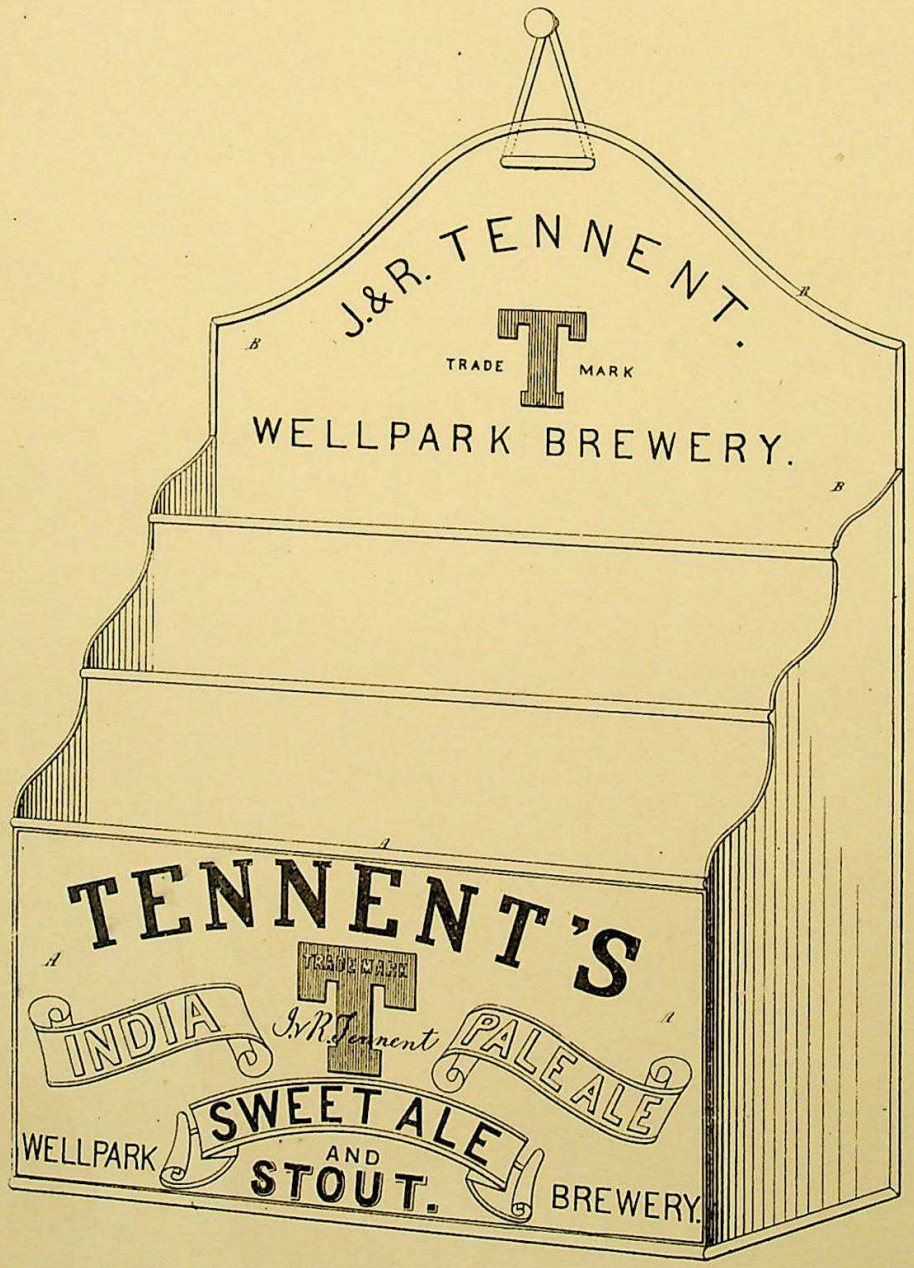
A.D. 1885. Oct. 27. № 12,912.

BROWNLIE'S Complete Specification. (1 SHEET)



London.—Printed by Eyre and Spottiswoode.
Printers to the Queen's most Excellent Majesty.—1886

Malby & Sons, Photo-Litho.

A.D. 1885, 27th OCTOBER. N° 12,912.

PROVISIONAL SPECIFICATION.

A New or Improved Mode and Means of Advertising.

I WILLIAM BROWNLIE of Bishop Street Anderston Glasgow Lanarkshire Lithographer do hereby declare the nature of this Invention to be as follows :—

My Invention has reference to a new or improved mode of advertising upon the fronts of paper stands or holders of the usual constructions used on the desks of offices or close to these for the convenience of clerks and correspondents getting their paper and thus at once seeing the advertisements or trade marks or tickets. And the nature and novelty of the Invention consist in painting lettering and drawing or otherwise affixing the names designations and business notices trade marks or labels on the lower front part of paper stands or holders whether made in wood, sheet metal, papier mache or other material of which they are usually made; and when made of sheet metal they would preferably be japanned also. But instead of painting and lettering them on the stand itself especially when made of wood or papier mache, recessed guides might be formed along the edges of the front part of the said stand for inserting and retaining cardboard, sheet metal glass or other equivalent slides having the labels, marks, or ornaments painted and lettered or printed or lithographed; and a glass might be secured in front of this frame to protect and keep the said slide tickets clean when not painted on the back of the glass itself. Or otherwise the advertisements or labels could be lithographed or printed and gummed or otherwise attached to the front of these stands or to the said slides and varnished to protect and keep them clean.

Dated this 27th day of October, 1885.

W. R. M. THOMSON & Co.,
Agents.

[*Price* 8*d.*]

COMPLETE SPECIFICATION.

A New or Improved Mode and Means of Advertising.

I, WILLIAM BROWNLIE, of Bishop Street, Anderston, Glasgow Lanarkshire, Lithographer, do hereby declare the nature of my invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement in writing, reference being had to the accompanying Drawings and to the letters marked thereon; that is to say:—

My Invention has reference to a new or improved mode of advertising upon the fronts of paper stands or holders of the usual constructions used on the desks of offices, or close to these, for the convenience of clerks and correspondents getting their paper, and thus at once seeing the advertisements or trade marks or tickets. And in order that the nature and novelty of my said Invention, and the manner, or mode and means, of performing the same may be properly understood, I have hereunto appended an explanatory Drawing representing a perspective view of an ordinary construction of sheet-metal open paper stand or holder to which my invention is shown applied.

Referring to the Drawings: my Invention consists in painting, lettering and drawing or otherwise affixing, as by first printing on transfer paper, and then transferring, the names, designations and business notices, trade marks, or labels on the front lower part A, or when it is an ordinary open paper holder as shown in the Drawing, it may also be on the upper front part B of the holder, or it might be on the top hinged lid when it is an ordinary closed-in paper stand or holder, whether made of sheet metal, wood, papier-mache or other material of which these holders are usually made. When made of sheet metal they would preferably also be japanned, and would be formed as represented in the example illustrated by the Drawing representing a trade mark and label, as would be made and used in accordance with my invention to advertise the name and business of a trading firm. Instead of painting and lettering them on the stand itself, especially when made of wood or papier-mache, although not so shown in the Drawing, recessed guides might be formed along the horizontal or vertical edges of the front part of the said stand for inserting and retaining cardboard, sheet-metal, glass or other equivalent slides having the labels, marks, or ornaments painted and lettered or printed or lithographed on them, or when made of sheet-metal they might be transferred and japanned or painted and varnished; and a glass might be secured in front of this frame to protect and keep the said slide tickets clean when not painted on the back of the glass itself. Or otherwise, the advertisements or labels could be lithographed or printed in colours and gummed or otherwise attached to the front of these stands, or to the said slides, and be varnished to protect and keep them clean.

Although in the example of paper holder given in the Drawing, I have only shown descriptive lettering and trade marks, it will be quite understood that illustrated labels or representations of the manufactures of the advertisers, and views of ships and steam-boats of shipping companies, might also be shown, as well as their designations and trade marks.

Brownlie's New or Improved Mode and Means of Advertising.

Having now particularly described and ascertained the nature of my said invention, and in what manner the same is to be performed, I declare that what I claim is :—

First. The mode and means of utilizing paper stands or holders for advertising purposes, substantially as herein described and illustrated.

Second. The painting, lettering, drawing or otherwise affixing business names, labels, trade marks, or similar advertising notices, to paper stands or holders, all substantially as herein described and illustrated.

Dated this 14th day of July 1886.

W. R. M. THOMSON & Co.,
Agents.

LONDON: Printed by EYRE AND SPOTTISWOODE,
Printers to the Queen's most Excellent Majesty.
For Her Majesty's Stationery Office.

1886.